

Grant County
Quit Line Data Summary
July 1 - September 30, 2002

	County	State
Number of Calls to Quit Line	N = 23	N = 3,906
Percent of Statewide Calls	0.7%	100.0%
Percent of State Population in County¹	1.3%	100.0%

	County %	State %
Gender	N = 23	N = 3,543
Female	69.6%	61.4%
Male	30.4%	38.6%
Race/Ethnicity	N = 22	N = 2,967
People of Color	22.7%	15.6%
White	77.3%	84.4%
Age	N = 23	N = 3,091
Less than 18 years old	8.7%	2.0%
18 - 24 years old	34.8%	14.9%
25 - 34 years old	8.7%	22.9%
35 - 44 years old	26.1%	25.8%
45 years and older	21.7%	34.3%
Education	N = 22	N = 3,038
Did not graduate high school	36.4%	16.6%
High school graduate	27.3%	31.8%
Some college/vocational school	22.7%	38.6%
College graduate	13.6%	13.0%
Caller Type	N = 23	N = 3,409
General Information	4.3%	13.2%
Health care provider	0.0%	2.9%
Tobacco user	95.7%	83.9%
Payer Type	N = 14	N = 2,235
Insured	28.6%	43.4%
Uninsured	21.4%	23.8%
Medicaid	50.0%	32.7%
Heard About	N = 23	N = 2,881
Past caller	21.7%	17.4%
Employer/worksites	0.0%	0.7%
Health care provider	13.0%	19.6%
Television	39.1%	23.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	7.0%
Targeted mailing	0.0%	0.6%
Great Start	0.0%	0.3%
Radio	0.0%	1.9%
Newspaper/Magazine	4.3%	1.1%
Brochure/Newsletter	0.0%	4.9%
Family or friend	21.7%	18.8%
Health Department	0.0%	3.0%
School	0.0%	0.6%